



Trade World UTAH

December 2006

EVENT! Webinar, "What You Need to Know About Certification, Opportunities, & Advocacy Support" December 14

NATO PROCUREMENT WEBINAR:

Thursday, December 14, 2006

11:00am EST/8:00am PST; 120 minutes

Twenty-six countries belong to the North Atlantic Treaty Organization (NATO), including seven new members who joined in March of 2004: Bulgaria, Estonia, Latvia, Lithuania, Romania, Slovakia and Slovenia. The NATO procurement process can be daunting, but this webinar will explain the registration process for U.S. companies, the opportunities available and how to research them, as well as U.S. Government advocacy programs available for U.S. companies bidding on foreign government/ NATO procurement projects.

KEYNOTE SPEAKERS

Mr. Stein Cleemput: Foreign Commercial Service Specialist and NATO Liaison, U.S. Embassy in Brussels, Belgium

Mr. John Isabell: Program Manager for Europe, U.S. Bureau of Industry and Security; U.S. Department of Commerce

For more information or to register for the webinar visit:

<http://www.buyusa.gov/newengland/natowebinar.html>

This webinar is brought to you by the U.S. Department of Commerce's Europe Team.

EVENT! Webinar, "The Future of China's IP Regime" December 14

You are invited to attend the next China IPR Webinar program on December 14 at 2pm-3:30pm EST. Please feel free to forward this invitation to your contacts. It is open to all US industry and US government.

Mark Cohen, Senior IP attaché at the U.S. Embassy in Beijing will discuss priorities on the protection and enforcement of IP in China for 2007 and beyond. He will also share his views on the significant events of 2006. Most recently interviewed for CNBC, NPR, and featured in the Wall Street Journal, Mark Cohen is the U.S. government's premier expert on China's IP system.

The program is free. No special software or computer configuration is needed to participate; only a phone line and a computer with an Internet connection are necessary. To register for the December program, please send your contact information to ChinaIPR@mail.doc.gov. A registration confirmation, and dial-in/log-in instructions will be sent to you a week before the program. To learn more about the webinar series, please go to http://www.stopfakes.gov/events/china_webinar_series.asp

Genesis Biotechnology Conference, December 11-12 , 2006, Westminster, London, UK

PROGRAMME HIGHLIGHTS

Day 1: Monday 11th December 2006

2nd Annual UK Biotechnology Company Showcase

Introduced in 2005, this event brings together the crème de la crème of UK biotech. The networking will center around 28 of the UK's leading biotech companies presenting their R&D pipelines grouped by therapy area. Presenting companies will be selected by senior executives from:

Arrow Therapeutics, Intercytex, Vastox, Avidex, BTG plc and CeNes

SMR 40th Anniversary Meeting

The Society for Medicines Research has spent decades promoting the science of new medicine discovery and development. Attracting the science side of the sector to mingle with the business focused UK Showcase, highlights will include keynote presentations on The Avastin Story and EU Framework 7 Opportunities for Biotech.

London Edge Biotechnology Executive Genesis Reception

A chance to network at the London Stock Exchange and gather that key information from experts and fellow delegates on what will be hot (and what will not) in 2007!

Day 2: Tuesday 12th December 2006

Keynote Program

Speakers include: Professor Lord Robert Winston, Sir Richard Sykes, Professor Sir Christopher Evans, Jeremy Haigh, Charles Macfarlane, Andrew Wallace and Lord Sainsbury

Exhibition Hall

With space already fully booked, the event will feature over 60 exhibiting companies and research groups with the hall now including a poster style Technology Showcase with entries competing for the LBN Bio-Innovation Award 2006 to be presented by Lord Sainsbury

1-2-1 Meetings

This year we are collaborating with the London IRC to offer all delegates the opportunity to pre-schedule 1-2-1 meetings as part of this technology brokerage section.

Plenary Panel

“Keeping the UK Competitive as an R&D Location”

What will be the driver for location choice in the coming years and what would you like to see the Government or Industry do to help? Come and ask those questions of our esteemed panel.

Full Details available at: www.genesisconference.com or contact tjones@london-first.co.uk.

December 12- Export Potential to the Emerging Markets Seminar

Interchange International has organized a full-day seminar for December 12th about the emerging economies. How are they different and what does it take to succeed there?

In the morning session three speakers from Utah firms that have experienced considerable success in achieving sales and ongoing relationships in many of the emerging nations will tell how they have dealt successfully in these more complicated markets. In the afternoon session four speakers will discuss some of the risks and rewards of selling, shipping and being paid by buyers in the developing world.

For details, go to: <http://www.buyusa.gov/utah/emergingnationssseminar.html>

2007 PGA Merchandise Show, January 25-27

General Description and Exhibit Hours:

The PGA merchandise show is the most meaningful rallying point of the year for golf and the world's doorway to the game's future. It is the largest gathering of PGA professionals and industry leaders, who come together to form a dynamic community to network and test the newest products, programs and ideas to build business and passion for the game.

2006 PGA Merchandise Show statistics—

Non-exhibitor attendance: 43,549

US attendance: 38,323

International attendance: 5,226

International attendees from over 44 countries

Total number of exhibitors: 1,200

Net square feet of booth space: 448,400

Exhibit hours:

January, 25 Thursday, 8:30 am – 5 pm

January, 26 Friday, 8:30 am – 5pm

January, 27 Saturday, 8:30 – 5 pm

The International Business Center will be open at 8am each day.

Product Categories

Products and services that will be exhibited cover the golf apparel, equipment, products & services, including: accessories, apparel, architectural/design services, art/photography/collectibles, artificial turf products, associations, audio/video tapes, awards, bags & luggage, ball markers, ball retrievers, ball washers/pickers, balls, beverage dispensers, beverage & spirits, books, caddy products & service, cart accessories, carts & cars, chemicals & fertilizers, children's apparel & accessories, cigars & tobacco products, cleaning tools/products, club components, club fitting, manufacturing & repair equipment, club head covers, club repair & manufacturing, clubs, computer systems & software, consulting services, course maintenance, course signage, display fixtures, drivers, financial & marketing services, fitness & exercise systems, food & beverage needs, footwear, furniture, games & novelty items, gifts & prizes,

gloves, golf bags & travel bags, golf schools, GPS systems, gifts, hats & visors, headwear, healthcare products, instruction, internet services/programs, irons, irrigation/filtration, landscaping & equipment, lockers & benches, packaging supplies, plaques & trophies, practice nets & mats, publications, putters, range equipment, reservation/tee time systems, resorts, scoreboards/scoring systems & products, security systems, seed & turf, shafts, shoe bags, shoes, simulators, snacks & supplements, socks, spikes, sunglasses & eyewear, sunscreen/skin care, tees, tents/outdoor coverings, tourism, training aids, travel products, umbrellas, wedges, woods, yardage books/scorecards, yardage markers signs.

For more information and to register visit www.pgashow.com

Women-in-Business (WIB) Trade Mission: February 4-9, 2007

On February 4-9, 2007, CS the Netherlands and CS Belgium will co-host a trade mission to Amsterdam and Brussels. The mission will include high-level networking events with local business associations and an exciting social program. U.S. women-owned/operated firms are invited to take part in this mission. The National Association of Women Business Owners® <http://www.nawbo.org> is our main recruiting partner for this event. The Europe Team has also joined in to support this mission. For more information, contact Nyamusi.Ngambi@mail.doc.gov or alan.ras@mail.doc.gov, or go to http://www.buyusa.gov/netherlands/en/women_in_business.html.

Utilizing FTAs Is Key to Import-Export Competitiveness

Taking maximum advantage of free trade agreements (FTAs) has never been more decisive to the bottom line of U.S. importers and exporters. That evaluation emerges loud and clear from a recent report by the U.S. International Trade Administration (ITA), drawing on the Commerce Department's Trade Policy Information System (TPIS) and trade data from the Census Bureau, United Nations, World Bank, and International Monetary Fund.

FTAs Leading U.S. Trade Growth

A large component of the very strong growth in U.S. trade over the past two years is attributable to FTAs, according to the ITA analysis. For example: 1 NAFTA: In 2006, exports to Canada are up 10.2% and to Mexico up 15.1% through the end of May, compared with the same period in 2005. Of the world's total gross domestic product (excluding the United States) in 2005, some 6.8% was accounted for by U.S. free trade partners. Yet these same FTA countries took in a far greater share—about 42%—of U.S. exports. Regarding new FTA partners, U.S. exports to Chile have doubled since implementation in 2004 and those to Australia are up over 10% since 2005 implementation. Just the nine nations with which U.S. FTAs were in place in 2005 (Canada, Mexico, Israel, Singapore, Australia, Chile, El Salvador, Jordan, and Morocco) accounted for over 30% of U.S. imports and over 41% of U.S. exports that year. If the current rounds of FTA negotiations are all completed, those numbers would be 37% and 50%, respectively. In addition to the just completed CAFTA-DR and Bahrain FTAs, new agreements are in negotiation with: South Korea (the biggest since NAFTA), Thailand, Colombia, Ecuador, Peru, Oman, Bahrain, Panama, United Arab Emirates, and SACU (South African Customs Union: South Africa, Lesotho, Swaziland, Botswana, and Namibia). Also under consideration are FTAs with Malaysia, Switzerland, and Egypt. A great resource for import-export pros for navigating the raft of new

FTAs is the FTA home page of the government's export.gov trade portal (www.export.gov/fta), which features resources and links for all U.S. FTAs either in effect or close to completion.

Report Details Strategies for International Property Enforcement and Protection

The National Intellectual Property Law Enforcement Coordination Council recently released a comprehensive report on what the federal government is doing to protect intellectual property rights (IPR) and what it plans to do in the future. The council was established in 1999, and it brings together key entities within the federal government that are responsible for intellectual property enforcement, including the Department of Commerce.

Violation of IPR is a significant problem for U.S. rights holders. The report notes that “theft of American intellectual property strikes at the heart of one of our greatest comparative advantages—our innovative capacity.” Such theft has become widespread. In just one industry, pharmaceuticals, the World Health Organization has estimated that 10 percent of all products available worldwide are counterfeit.

Under the leadership of the Office of the U.S. Coordinator for International Intellectual Property Enforcement, an office established in 2005, the federal government has made progress in a number of areas to combat the theft of intellectual property. Those areas include leading the interagency STOP! Initiative, working with international partners such as the G8 and the European Union to implement intellectual property strategies, and increasing seizures of fake and counterfeit goods by U.S. Customs and Border Protection.

According to the report, priorities for the upcoming year include expanding the presence of U.S. intellectual property policy and law enforcement attachés in U.S. embassies, strengthening laws and penalties related to IPR enforcement, and providing better resources and assistance to small and medium-sized enterprises.